

INDEPENDENCE DAY: RESURGENCE ARMY CAMPAIGN

PARTNERSHIP UPDATE

PREPARED FOR: (b) (6), Director AMRG

DATE: 9 FEB 2016



Overall Classification: UNCLASSIFIED//FOR OFFICIAL USE ONLY

BLUF

The Army's IDR recruitment campaign promotion is on track. The timeline is very aggressive and zeroes in on a digital execution that meets the FY16 AMP objective to increase high-quality leads in Tier 1 markets by partnering with a major film (FOX). Leveraging the Army's core values and credibility with the public, and in emphasizing Army technology and adaptability, the partnership seeks to capitalize on the recruitment opportunity by reaching a general movie-going American audience across a wide demographic.



Background:

The Agency laid out a strategic vision which ties the Army in relevant ways to the movie, demonstrating the Army's ability to prevail against any obstacle & be the only force with the scale, scope, capabilities and critical thinking to protect our nation now and in an uncertain future. (Advancing perceptual goal: "army of last resort" to "versatile, highly-trained, adaptable team")

Objective:

To capitalize on an integrated IDR campaign (inclusive of broad reach & digital) that raises awareness in perceived value of the Army via a recruiting partnership with the purpose of maximizing traffic engagement to goarmy.com properties that will increase willingness to learn more and increase # of leads

Guidance:

The intent of the FY16 Patriotic Season campaign was to associate America's Independence with the U.S. Army and own it. In selecting IDR as a replacement campaign, the Army will continue to associate with Independence Day, but in a highly-integrated way, executed in market across platforms, aggressively delivering the same FY16 objectives – and do it on time & on budget



AGENDA

TO Status

Budget Update

Campaign Components & Timeline

Dependencies

Next Steps



TO STATUS – 4 + MODS

Prose approved 11 Jan
ADS's approved 20 Jan

16-046: IDR TV,
Cinema, Poster
Creative Dev. & Prod.

:30 Videos (3)
TV
CINEMA

Approved 5 FEB 2016; Kickoff 9 FEB

16-211: IDR Digital
Creative Dev. & Prod

LANDING EXPERIENCE
joinESD.com
4 MISSION CHALLENGE
+ BONUS
SIMILAR TO CRYPTARIS

Expected tomorrow 10 FEB 2016

16-331: IDR
Storytelling & Outreach

ID BADGE
SOCIAL SHARING
ONLINE BANNERS
SMS Text
EXCLUSIVE CONTENT

Expected by 16 FEB 2016

16-299: IDR Local
Support

POSTERS
WILD POSTING (Tier 1)
RECRUITER KITS

Expected by 28 FEB 2016

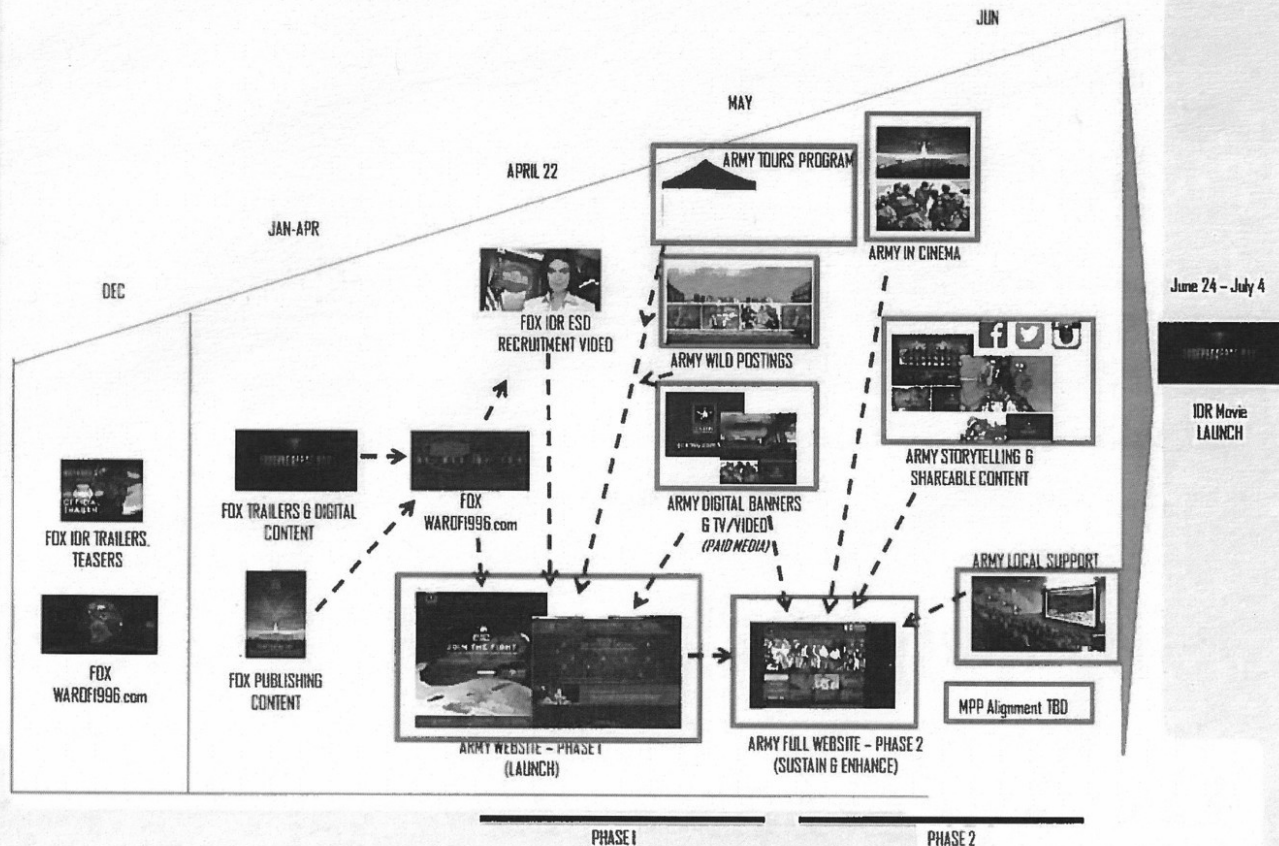
MODs (NO COST)

EVENTS
:30 Videos (3)
TV
CINEMA
PAID DIGITAL
MPP Gaming Console

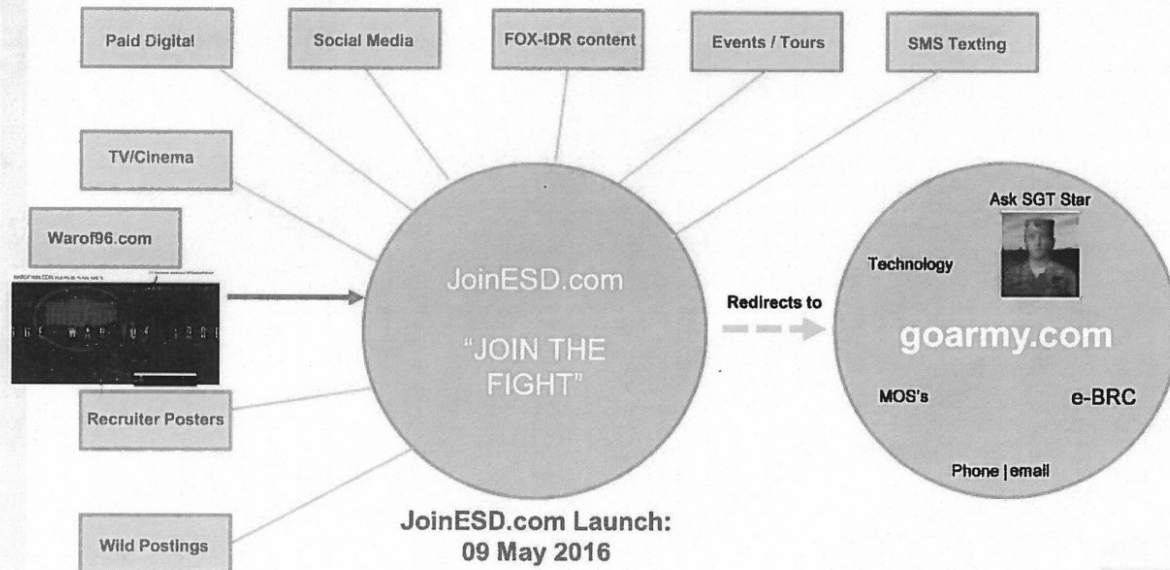
16-125 Tours Program
16-020 National Awareness Media
16-021 National Online Media



IDR COMPONENT ELEMENTS



IDR INTEGRATION: CALL-TO-ACTION



IDR Movie Release:
24 JUNE 2016



DEPENDENCIES

- FOX & MWG Agreement on FOX assets
 - Particularly Top Nav direct link on Warof96.com



WHAT'S CHANGED AT THIS POINT

- Media COAs to come with weight shift; Creative Review coming 18 and 25 FEB
- In-theater recruiting activations are out; SMS mobile engagement is featured
- The original 5-6 challenge campaign experience is now 4 Mission Challenges + bonus
- Campaign experience will NOT live within goarmy.com domain; now a 3rd party hosting which re-directs to goarmy.com (similar to cryptarission.com)



AGENCY-ARMY NEXT STEPS

- Agency = finalize FOX partnership agreement and FOX assets (with Army review); TO for digital due tomorrow
- Align with FOX promotional components (Agency)
- Potential Media shift Recommendation for AMJ (Agency/Army)



BACKUP



ARMY MARKETING CROSS PROMOTION WITH 20TH CENTURY FOX'S ID-R

ARMY MARKETING AND RESEARCH GROUP

PREPARED FOR: (b) (6)

DATE: 22 APRIL 2016



Overall Classification: UNCLASSIFIED//FOR OFFICIAL USE ONLY//PRE-DECISIONAL

BLUF

- The 20th Century FOX "Independence Day- Resurgence" (ID-R) movie release (June 24) presents the U.S. Army with a significant and timely opportunity to support Enterprise Brand objectives and the recruiting mission. The Army's landing experience JoinESD.com launch is 9 May.
- **Cost-Effective Integrated Marketing Campaign:**
 - Leverages FOX Studio promotion investment of \$150M
 - low Army investment of already purchased media buys
 - Integrated campaign with digital landing experience, social media, TV, cinema, local integration and public relations components
- **Projected Strategic and Tactical Return on Investment:**
 - overcome strongly held misperceptions of the Army as low-tech, ordinary and last resort option
 - Increase understanding of the value of the Army and Army service to the Nation
 - Will drive an increased willingness to support, recommend and consider
 - Will drive increased site visits to goarmy.com resulting in an increased number of pre-screened quality leads



**PLACEHOLDER FOR SHOWING A POSSIBLE SLIDE
THAT SHOWS WHAT AN INTEGRATED MARKETING
CAMPAIGN IS AND WHAT ARE THE KEY ELEMENTS...**



ALIGNMENT WITH THE PATRIOTIC SEASON AND EAB

Patriotic Season (Memorial Day - Independence Day):

- The intent of the Patriotic Season campaign is to associate America's Independence (AI) with the U.S. Army and **own it**
 - Directly linking the Army to American's Independence- brought to you by and defended by the U.S. Army
 - Valuing Independence = Valuing the Army
 - ID-R will build on the success of the FY15 campaign in associating freedom and independence with the U.S. Army

Strategic Alignment to EAB:

- Reinforces the Enterprise Army Brand "Ideal Army" positioning
- Advances perceptual goal -- "Army of last resort" to "high-tech versatile, highly-trained, adaptable team"
 - Exposes audience to the EAB platform in a relevant way
 - Increases willingness to learn more, driving prospects and influencers to Army properties (goarmy.com)



CAMPAIGN ELEMENTS

A PHASED APPROACH TO MESSAGING ROLLOUT

Phase 1: Expose prospects to the U.S. Army as a versatile, advanced, highly-capable force in a way that's relevant to IDR fans' passion for the movie

- Draw parallels with real Army careers (STEM) and capabilities (Hi Tech) in an unexpected but relevant way
- Create alignment with film's Earth Space Defense (ESD) Force to drive traffic to JoinESD.com and ultimately goarmy.com.

Phase 2: Position the U.S. Army as the institution most responsible for American Independence & inspire prospects to be a part of it by leveraging the central themes of the film

- Highlight Army as the military branch that brought about American Independence and will continue to protect and preserve our nation and way of life

Phase I

22 APR – 13 JUN

RECRUITMENT

- goarmy.com
- Online recruitment
- Social sharing
- Video/TV
- OOH/Posters
- Events
- Digital

Phase II

14 JUN – 4 JUL

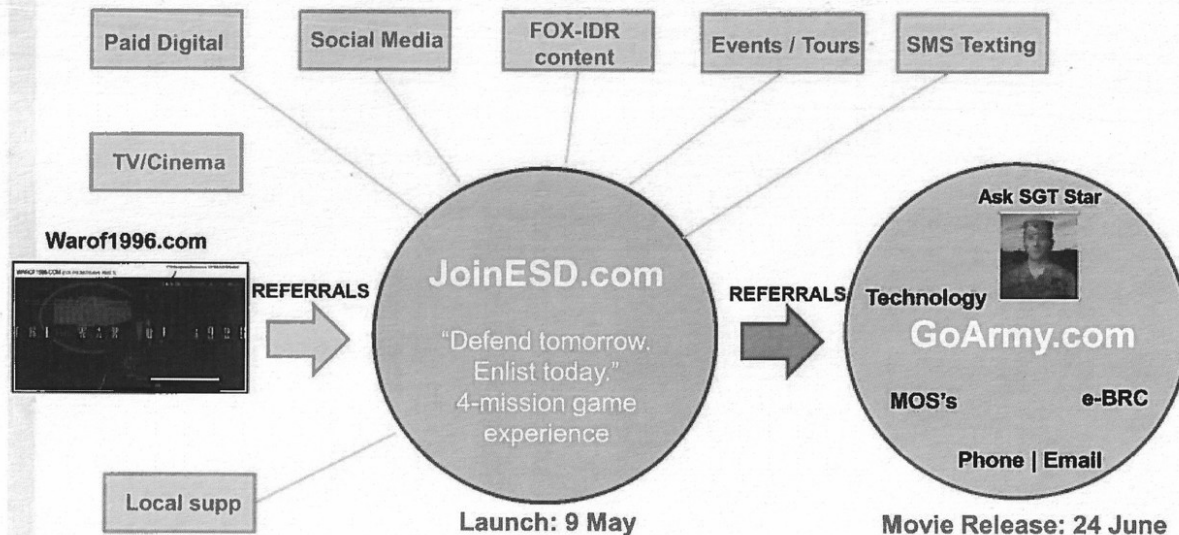
ARMY INTERACTION

- Cinema
- Online content
- Soldier reactions
- Installation interaction/ Screenings
- Events
- Social



ID-R INTEGRATION: CALL-TO-ACTION (CTA)

REINFORCES EAB STRATEGIC COMMUNICATION AND DRIVES QUALITY LEAD GENERATION



e-BRC: electronic Business Reply Card



FOX PROMOTIONAL INVESTMENT (\$150M)

DRIVING SIGNIFICANT INTEREST AND PARTICIPATION

GENERATE PUBLIC INTEREST
(DEC '15)

CONTINUED PROMOTIONS
(JAN-MAR '16)

CONTINUED PROMOTIONS
(APR-MAY '16)

LAUNCH
(JUN-JUL '16)



TRAILER #1 – TV & Cinema
(13 DEC – NFL Game)
(Holidays – STAR WARS Movie)
27.7MM Trailer Views
(worldwide)



WAROF1996.COM
(Phase 1 – Historical Timeline between '96 and '06)

1MM+ Page Views
(1st 24hrs)

U.S. Army Integration: MAY 1998
U.S. Army scientists make dramatic advances in applying recovered alien technology to military application.



FOX Social Media
Promotions
(throughout)



TRAILER – Super Bowl
(7 FEB)
65MM+ Trailer View
(worldwide)



Prequel Novel



COMIC SERIES
(5 Part Series)



WAROF1996.COM
(Phase 2 – Pre Narrative, Character Stories)

18MM+ Page Views
(as of 18 FEB)



TRAILER #2 – TV & Cinema
(27 APR – Capt. America Movie Premiere)

"20 Years Later"
(Faux News Video)



TRAILER #3 – TV & Cinema
(30 MAY – Memorial Day & X-men Apocalypse Premiere)



"United We Survive"
ESD Recruitment Video
(9 MAY)

<http://wdrv.li/1VQGHGV>



MOVIE PREMIERE
20 JUN – Premiere

24 JUN – In Theaters

4 JUL – Largest Summer
Blockbuster weekend
(OCT – Home Box Office)

Main FOX content Rollout



WAROF1996.COM
(Phase 3 – Hybrid Technology, ESD Formation/Recruitment)

Army Moments Launch (2)

Movie Teasers/clips
Social content

(Army content and messaging
support through FOX/IDR owned
Social Channels)



UNITED WE SURVIVE RECRUITMENT VIDEO

DVD WITH MAJ (b) (6)



CREATIVES

TV (Be Someone's Hero)

- To help raise awareness of the ESD forces and reach out to new recruits, we're going to focus on the people who care about them while they're away

Cinema

- Drawing parallels between the fictitious themes (*overcoming complex environments, rising up to defeat any opponent*) and where the writers get that from – the real U.S. Army

Video (3)

- Alignment with ID-R movie, Army leads world during rebuild, highlighting Army as the leading force which utilized alien technology to advance human technology and fight back. STEM and tech MOS's showcased and linked to goarmy.com
 - **United We Survive Recruitment Video**
 - **Inauguration of Colonel Jacobs:** "Colonel in the U.S. Army" and a U.S. President during the 20 year period between the first movie and sequel.
 - **Army leads world rebuild:** Moment will highlight Army as the leading force which utilized alien technology to advance human technology. Strong alignment with JoinESD site.

Digital

- JoinESD.com web experience is the CTA for the Army's recruitment promotion effort
- Missions (4): Bio Extract (Microbiologist), Code Break (Cryptologic Warfare Specialist), Spacecraft Overhaul (Avionic Mechanic), Aerial Recon (UAV Systems Operator)

Social

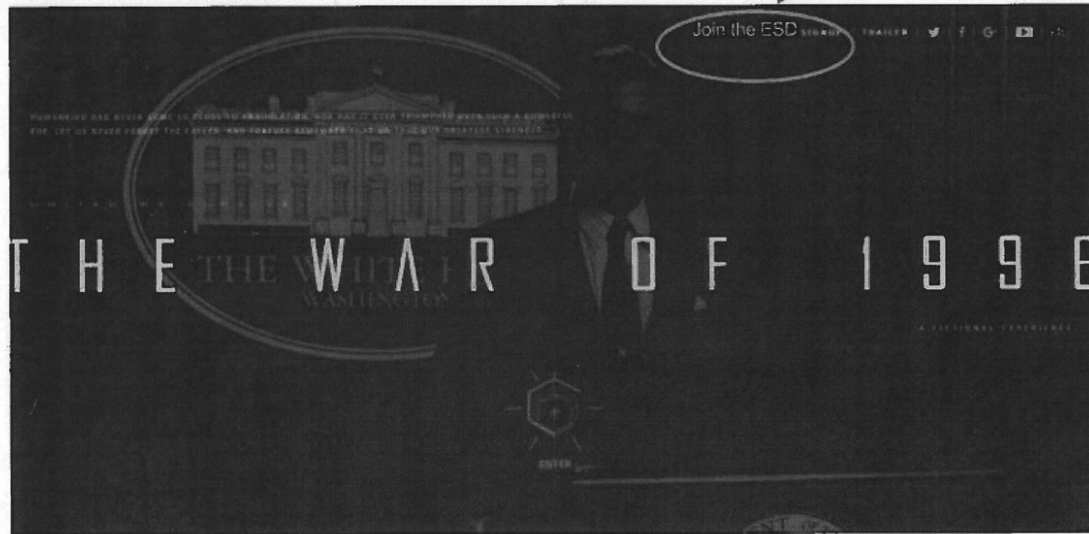
- Channel integration: Facebook, Twitter, Instagram, Periscope, Snapchat, YouTube



FOX WEBSITE PRIME ARMY PLACEMENT

Fox Promotional movie site WAROF1996.com

Top Navigation link to JoinESD.com



- Includes two timeline moments with Army storyline and JoinESD.com links



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JOINESD.COM CREATIVES (HOMEPAGE)

11

ESD

DEFEND TOMORROW.
ENLIST TODAY.

SINCE THE WAR OF 1998, EARTH SPACE DEFENSE HAS BEEN PREPARING FOR THE NEXT GREAT ALIEN INVASION.
WE'RE LOOKING FOR THE BEST AND BRIGHTEST FROM AROUND THE GLOBE TO ENLIST AS SOLDIERS AND
PROTECT MANKIND. OUR PURPOSE IS SIMPLE: DEFEND EARTH'S INDEPENDENCE AT ALL COSTS.

ENLIST



LEARN MORE ABOUT U.S. ARMY CAREERS



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JOINESD.COM CREATIVES

12

ESD

CONGRATULATIONS!
YOU HAVE BEEN PROMOTED IN THE RST TO
SERGEANT FIRST CLASS

RETURN TO MISSION

YOUR SCORE
86 98
ACCURACY EFFICIENCY

REPLAY MISSION

YOU'VE UNLOCKED
EXCLUSIVE VIDEO

U.S. ARMY CAREER
MICROBIOLOGIST 71A
EARN YOUR SECOND DEGREE

U.S. ARMY

LEARN MORE



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JOINEDS.COM CREATIVES

13

ESO

CONGRATULATIONS!
YOU HAVE BEEN PROMOTED IN THE ESO TO
SERGEANT FIRST CLASS

RETURN TO MISSION

YOUR SCORE
86 98
ACCURACY EFFICIENCY

REPLAY MISSION

YOU'VE UNLOCKED THIS EXCLUSIVE VIDEO

U.S. ARMY CAREER
AVIONIC MECHANIC 15N
DEPT. NAME: 15N15N

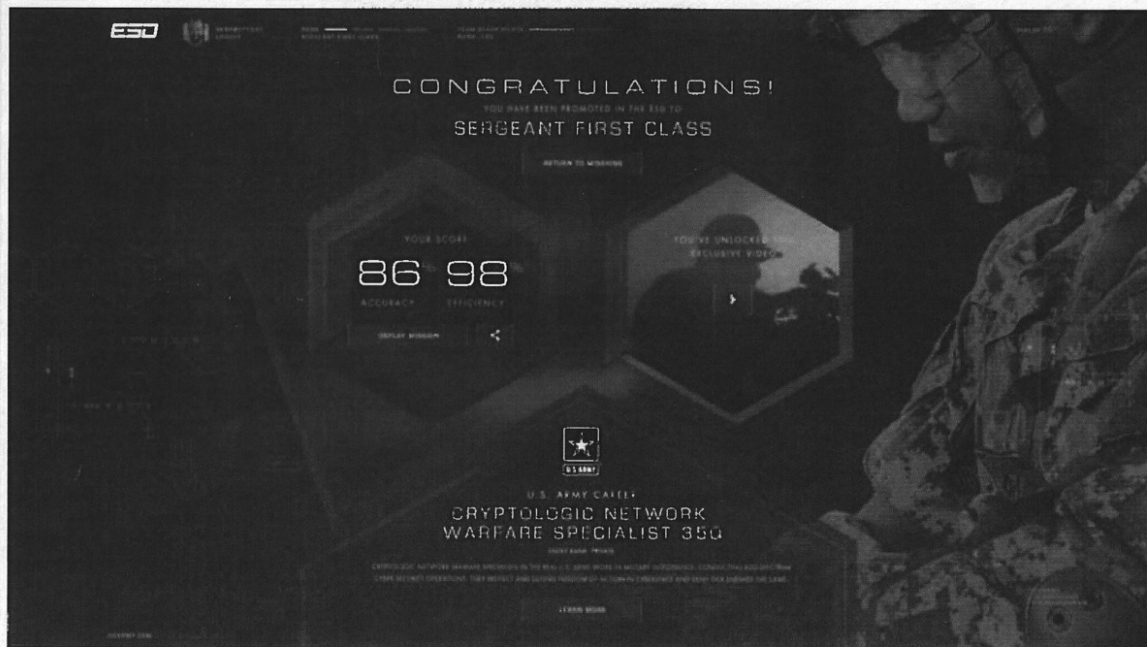
AVIONIC MECHANICS IN THE REAL U.S. ARMY REPAIR AND MAINTAIN MILITARY
AIRCRAFT TO ENSURE THAT COMMUNICATION, NAVIGATION AND SIGHT CORRECT
SYSTEMS WORK WITH MAXIMUM EFFICIENCY

LEARN MORE



JOINESD.COM CREATIVES

14



JOINEDSD.COM CREATIVES

15

ESD

CONGRATULATIONS!
YOU HAVE BEEN PROMOTED IN THE ESD TO
SERGEANT FIRST CLASS

RETURN TO MISSION

YOUR SCORE
86 98
ACCURACY EFFICIENCY

YOU'VE UNLOCKED THIS
EXCLUSIVE VIDEO

U.S. ARMY
UNMANNED AIRCRAFT
SYSTEMS OPERATOR 15W

UNMANNED AIRCRAFT SYSTEMS OPERATOR 15W IS A U.S. ARMY CAREER FIELD GRADE. THE UNMANNED AIRCRAFT SYSTEMS OPERATOR 15W IS A U.S. ARMY CAREER FIELD GRADE. THE UNMANNED AIRCRAFT SYSTEMS OPERATOR 15W IS A U.S. ARMY CAREER FIELD GRADE.

LEARN MORE



JOINEDSD.COM STAGING SITE (QA ONLY)

[HTTP://STAGE.IDR.MRMCLIENT.COM/#/MISSION-SELECT](http://stage.idr.mrmclient.com/#/mission-select)

INFRASTRUCTURE EXPERIENCE

[HTTPS://WWW.WEBCARGO.NET/L/PO2W4ZUEN5](https://www.webcargo.net/L/PO2W4ZUEN5)

FOX EXCLUSIVE CONTENT:
AIRCRAFT OVERHAUL

[HTTPS://URLDEFENSE.PROOFPOINT.COM/V2/URL?U=HTTP-3A_WDRV.IT_1QLKOS9&D=CWMFAG&C=UW6TLU4HWHHDIGJOGWCWD4AJKQX6ZVFCGESBFIY9-EI&R=XCMTBT7B9MJHPNVSSC58YWKUQ1SNVNJOOSLFMF36Q0Y&M=FF100EL1ZH0AESMGGBIGT2ATRNIJFKVWR-NZ0ADMA3A&S=CJUUGXYV2DDWRYU7ABCDsv2BWOPJ0CHCXOFDKWRVIVU&E=>](https://urldefense.proofpoint.com/v2/url?u=http-3a_wdrv.it_1qlkos9&d=cwmfag&c=uw6tlu4hwhhdigjogwcwd4ajkqx6zvfcgesbfy9-ei&r=xcmtbt7b9mjhpnvssc58ywkuvq1snvnjooslfmf36q0y&m=ff100el1zh0aesmggbigt2atrni JFKVWR-NZ0ADMA3A&s=CJUUGXYV2DDWRYU7ABCDsv2BWOPJ0CHCXOFDKWRVIVU&E=>)

BIO EXTRACT

[HTTPS://URLDEFENSE.PROOFPOINT.COM/V2/URL?U=HTTP-3A_WDRV.IT_1QLKPMS&D=CWMFAG&C=UW6TLU4HWHHDIGJOGWCWD4AJKQX6ZVFCGESBFIY9-EI&R=XCMTBT7B9MJHPNVSSC58YWKUQ1SNVNJOOSLFMF36Q0Y&M=FF100EL1ZH0AESMGGBIGT2ATRNIJFKVWR-NZ0ADMA3A&S=0HEIZTWIOZ4KGRR_H097E480Q40OI42QGTHY41R5G60&E=>](https://urldefense.proofpoint.com/v2/url?u=http-3a_wdrv.it_1qlkpms&d=cwmfag&c=uw6tlu4hwhhdigjogwcwd4ajkqx6zvfcgesbfy9-ei&r=xcmtbt7b9mjhpnvssc58ywkuvq1snvnjooslfmf36q0y&m=ff100el1zh0aesmggbigt2atrni JFKVWR-NZ0ADMA3A&s=0HEIZTWIOZ4KGRR_H097E480Q40OI42QGTHY41R5G60&E=>)

CODE BREAKER

[HTTPS://URLDEFENSE.PROOFPOINT.COM/V2/URL?U=HTTP-3A_WDRV.IT_1RH6M6F&D=CWMFAG&C=UW6TLU4HWHHDIGJOGWCWD4AJKQX6ZVFCGESBFIY9-EI&R=XCMTBT7B9MJHPNVSSC58YWKUQ1SNVNJOOSLFMF36Q0Y&M=FF100EL1ZH0AESMGGBIGT2ATRNIJFKVWR-NZ0ADMA3A&S=DDM3K-W5VM2BGIARUG-8HHRXSMJUHNQG9YP89EU2GNC&E=>](https://urldefense.proofpoint.com/v2/url?u=http-3a_wdrv.it_1rh6m6f&d=cwmfag&c=uw6tlu4hwhhdigjogwcwd4ajkqx6zvfcgesbfy9-ei&r=xcmtbt7b9mjhpnvssc58ywkuvq1snvnjooslfmf36q0y&m=ff100el1zh0aesmggbigt2atrni JFKVWR-NZ0ADMA3A&s=DDM3K-W5VM2BGIARUG-8HHRXSMJUHNQG9YP89EU2GNC&E=>)

AERIAL RECON

[HTTPS://URLDEFENSE.PROOFPOINT.COM/V2/URL?U=HTTP-3A_WDRV.IT_1RFYLZK&D=CWMFAG&C=UW6TLU4HWHHDIGJOGWCWD4AJKQX6ZVFCGESBFIY9-EI&R=XCMTBT7B9MJHPNVSSC58YWKUQ1SNVNJOOSLFMF36Q0Y&M=AADWLMWZBYHKVIFDAA_WMRVVQVTWUJAAPVGNF-XB0AQI8&S=SNI8DQ0UFDWMZ27AWCR5PHOFEQ6WO3-AFRIG7S_XX_E&E=>](https://urldefense.proofpoint.com/v2/url?u=http-3a_wdrv.it_1rfylzk&d=cwmfag&c=uw6tlu4hwhhdigjogwcwd4ajkqx6zvfcgesbfy9-ei&r=xcmtbt7b9mjhpnvssc58ywkuvq1snvnjooslfmf36q0y&m=aadwlmwzbyhkvifdAA_WMRVVQVTWUJAAPVGNF-XB0AQI8&s=SNI8DQ0UFDWMZ27AWCR5PHOFEQ6WO3-AFRIG7S_XX_E&E=>)



PHASE 1 TVC – 8 APRIL SHOOT IMAGES

ESD Dad Spot:



ESD Son Spot:



TV SPOT ROUGH CUTS #1 AND #2: ESD DAD / SON

1.

[HTTPS://CUTANDRUN.WIREDRIVE.COM/PRESENT-PROJECT-
GALLERY/TOKEN/55FF4C847DF10A0DA08FBE73904141D9](https://cutandrun.wiredrive.com/present-project-gallery/token/55ff4c847df10a0da08fbe73904141d9)

2.



SOCIAL MEDIA OPPORTUNITIES

Custom Content

- Career of the Day feature (STEM related MOSs on Facebook and Twitter)
- Motion Graphics/GIFs
- Custom Videos – highlighting Army STEM and Soldier Stories
- Exclusive/custom content pieces from FOX Studios
- Amplify content via paid social ads

Influencers

- Paid social media influencer to raise awareness of JoinESD.com when it launches
- Influencer will post original content to their owned social media channel

Engagement

- Two-way conversations – using platform tools for direct interaction with fans
- Live social media chats – in negotiation for ID-R celebrity as well as Soldier participation
- Replies; Likes; Tagging; Commenting
- Reshare/ReTweet/ReGram

Event Action – Installation Screening and PR Event

- Share live updates using emerging platforms - Periscope & Snapchat
- Social media calls to action for attendees (Share your experiences using #ArmyTeam, Tag us in your photos)



INFLUENCER SELECTED

Cat Valdes - social influencer with a following of _____ ??

1. 15-30 second Twitter/Instagram video that highlights JoinESD.com
2. 4-12 minute YouTube videos using the following concept:

In true Cat style, she will have a personal and heartfelt conversation with her audience, encouraging viewers to be proud of their skills, and to always be curious and genuine. She'll be seated and speaking directly to the camera (a video technique Cat finds success with), explaining the benefits of having a tech-fluent, future-forward mind and expressing that it's cool to be smart. She will introduce JoinESD.com and encourage viewers to use their brilliant minds, as well as their teamwork, adaptability and versatility skills, to solve the challenges.



SOCIAL MEDIA CUSTOM CONTENT SAMPLES
(LINK FROM (b) (6))

[HTTPS://VIMEOPRO.COM/USER15260961/ARMY-ESD-IDR-VIDEOS/VIDEO/162437420](https://vimeopro.com/user15260961/army-esd-idr-videos/video/162437420)



LOCAL INTEGRATION ASSETS

Provides relevant messaging and creative tools for recruiters in order to further define the U.S. Army opportunities available to potential prospects in an innovative way.

Activation Kit

- IDR Campaign overview Briefing Deck
- Q & A Document
- Sell Sheet document
- Local Press Release
- Talking Points Document

Phase 2 Poster



IDR Poster



9 May

In Market Dates

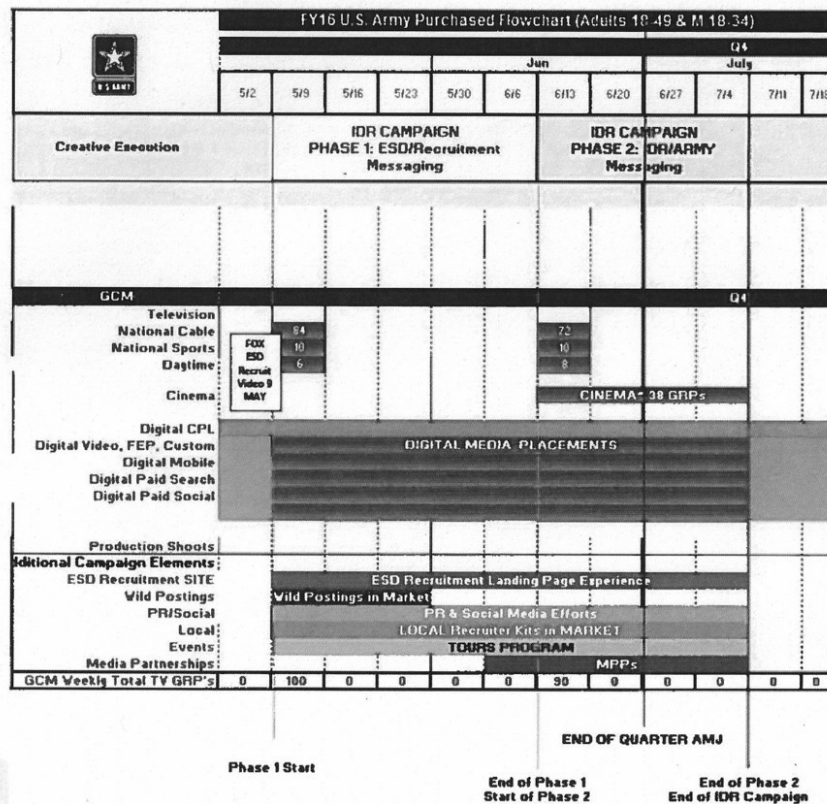
4 July

Additional Assets:

- Local Advertising Assets (Print ads)
- Army Marketing & Recruiter update (e-newsletter)
- Social Media Areas Of Focus (AOF) Overview
- Content Calendar
- Digital banners (national assets)



ID-R CAMPAIGN TIMING



MEASURES OF EFFECTIVENESS

EAB Brand Metrics:

- Increased Army association with perceptual drivers*:
 - ✓ Can adapt to get the mission done
 - ✓ Constantly evolve their competencies and capabilities

Digital Metrics:

- JoinESD.com is an Army Property
- Monthly Site Visits to goarmy.com
 - ✓ Current average: 1.5M/mo*
 - ✓ 2015 *American Independence* Campaign: 2.0M/mo
 - ✓ IDR Estimate: 3.0M/mo

Lead Generation (Pre-screened Quality/STEM/Tech Driven)

- 5,000 Leads over the duration of the campaign

*EAB Brand Metrics conducted by Millward Brown and JAMRS surveys

*Monthly based on 2015 yearly average of Site Visits to goarmy

*Ratio 300 visit/ quality leads



OPPORTUNITIES FOR ARMY / FOX

Movie Premiere at Army installations

- Promoting digital content acquisitions
- Soldier actor interaction linking reality and fiction

GMA Opportunity

- Fox confirmed GMA live segment is planned for 14 JUNE (aligns with Flag Day/ Patriotic Holiday)
- This also aligns with the **Army's 241st Birthday**
- Agency awaiting GMA write up from Fox.
- Vivica Fox attending GMA event; possibly (b) (6))
- Time Square joint forces recruitment center
- Fox and agency discussed utilizing GMA opportunity and Be Someone's Hero theme on social channels.
- Be Someone's Hero, focusing on Hero's at Home
- Great opportunity to feature Army Stories and branding in Times Square
- Can feature men/women/families celebrating Army's Birthday and Flag Day

NASDAQ opening bell event w/ Times Square signage Opportunity

- Potential for Army/ Soldier participation 14 JUNE



20TH CENTURY FOX METRICS

- Warof1996.com <http://www.warof1996.com/> has 18M site visits to date
- Trailer: <https://www.youtube.com/watch?v=LbduDRH2m2M> 20.5MM views
- ID-R YouTube channel has reached 2 million subscribers
- ID-R Facebook page has reached over 1 million followers



NEXT STEPS

- Continue socializing ID-R through appropriate channels (DECK NFD); Commands 28 April
- Execute the campaign

ID-R KEY CONTACTS

- (b) (6) – PM for ID-R (b) (6)
- (b) (6) – PAO (b) (6)
- LTC (b) (6) – TV / Video / Cinema (b) (6)
- (b) (6) – Digital / Web (b) (6)
- (b) (6) – Social Media / Storytelling (b) (6)
- (b) (6) – Local support (b) (6)
- (b) (6) – Metrics (b) (6)



UNCLASSIFIED

28

BACKUP



UNCLASSIFIED

ID-R MAJOR COMPONENTS

Phase 1 (9 May – 13 June)

- **TV** – 2 spots (ESD Son and Dad) start airing week of 9 May
- **Digital**
 - JoinESD.com landing page experience with “Mission Challenge” game that leads to goarmy.com/ESD
 - Online banner ads (3 static and 3 rich media)
- **Social Media**
 - Custom content (Featured MOS of the Day; Motion Graphics/GIFs)
 - Paid promotion of custom content and exclusive ID-R content available through Army properties
- **Recruiter Local Launch Kits**
 - Campaign overview briefing, Q&A, “Sell” Sheet, local press release template, local ads and social media suggested posts
- **Events**
 - Leverage existing national events (NHRA, SkillsUSA, air shows, etc) to incorporate and promote Army campaign elements



ID-R MAJOR COMPONENTS

Phase 2 (14 June – 10 July)

- **Cinema** – 1 spot (Inspiration) starts airing June 13 (includes SMS text component)
- **Digital**
 - JoinESD.com landing page and goarmy.com/ESD continued
 - Online banner ads highlighting where hero storylines come from
- **Social Media**
 - Custom content (2x Videos highlighting real STEM MOSs and Army Soldier Stories)
 - Paid influencer promotion (in negotiation with YouTube personality)
 - Snapchat Filter launched o/a 22 June
 - Custom content including Periscope and Snapchat utilization from installation screening
 - Facebook and Twitter live chats
- **Events**
 - Good Morning America Segment June 14 (TBD)
 - Times Square “re-branding” June 14 (TBD)
 - NASDAQ “Ring of the Bell” June 14 with cast members (TBD)
 - Army NCR premier (TBD)
 - Army Installation Screening (TBD)



JOINESD.COM STAGING SITE CAVEATS

31

- The agency is still working through bugs/QAing mobile: Older iPhone and smaller screen phones may have layout issues.
- The agency has not finalized the infrastructure and layout of Mission Results pages is not final.
- The agency is still working through bugs/QAing Mission Select page after Mission 4, you may have to refresh page to reset carousel.

The agency has listed below the browsers and devices which are compatible with the ESD site experience. Gaming frameworks are most efficient in modern browsers and we will not be able to support out of date browsers.

Hosting Environment: The agency has created the entire site experience, inclusive of the missions, and will use an inline frame for goarmy.com. As goarmy.com is more of an CMS platform, the agency required the hosting of a server to collect data for those individuals who log in and wish to share content from the ESD site experience. Amazon Web Services (AWS) is a cloud computing service which will be used to store data required to allow users to have the ability to login and share. AWS is being used on this project as a means to store required data only.



JOINESD.COM TESTING

32

Database: My SQL

Software: Jira

Operating Systems Tested:

- Windows 10 (IE11 & Chrome)
- MAC OSX Yosemite 10.10.5 (Chrome & Safari)

Mobile:

- Android: Samsung Galaxy s5 AND Galaxy Note 5
- Apple: iPhone 5, 6/6s, 6plus/6sPlus

Tablets:

- Nexus 7
- iPad Mini
- iPad (latest version)



AMERICA DEFINED *THEIR* "IDEAL ARMY"

Army Enterprise Positioning

The U.S. Army is the Nation's most versatile force meeting the ever-changing challenges of today. It has the scale and scope to adapt to challenges that arise both at home and abroad. The Army is constantly evolving its competencies and capabilities to prevail in complex environments to protect and preserve our Nation.



ID-R GOALS AND OBJECTIVES FROM AMP

Goals

Strategies

**Raise awareness of Army offerings
and increase perceived value**



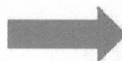
**New and engaging opportunities
to reach prospects with
a STEM message**

**Increase network of those that will
support and recommend the Army**



**Leverage partnership and power
of association with a future
forward property in order
to build advocacy**

**Increase leads in high-quality/
high-volume markets**



Focus on Tier 1 markets



20TH CENTURY FOX'S INDEPENDENCE DAY: RESURGENCE

ARMY PARTNERSHIP RECRUITMENT CAMPAIGN

ARMY MARKETING AND RESEARCH GROUP

PREPARED FOR: [REDACTED], Director Accession Policy

DATE: 27 APRIL 2016



Overall Classification: UNCLASSIFIED//FOR OFFICIAL USE ONLY//PRE-DECISIONAL

AMERICA DEFINED *THEIR* "IDEAL ARMY"

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ALIGNMENT WITH THE PATRIOTIC SEASON AND EAB

Patriotic Season (Memorial Day - Independence Day):

- The intent of the Patriotic Season campaign is to associate America's Independence (AI) with the U.S. Army and **own it**
 - Directly linking the Army to American's Independence- brought to you by and defended by the U.S. Army
 - Valuing Independence = Valuing the Army
 - ID-R will build on the success of the FY15 campaign in associating freedom and independence with the U.S. Army

Strategic Alignment to EAB:

- Reinforces the Enterprise Army Brand "Ideal Army" positioning
- Advances perceptual goal -- "Army of last resort" to "high-tech versatile, highly-trained, adaptable team"
 - Exposes audience to the EAB platform in a relevant way
 - Increases willingness to learn more, driving prospects and influencers to Army properties (goarmy.com)



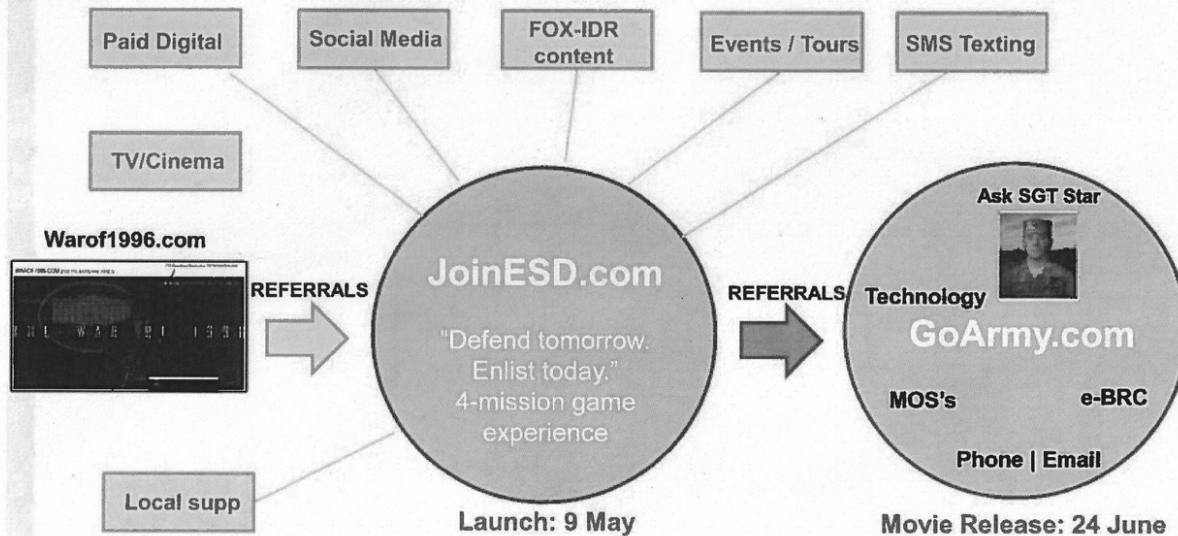
THE ID-R CAMPAIGN

- The 20th Century FOX "Independence Day- Resurgence" (ID-R) movie release (June 24) presents the U.S. Army with a significant and timely opportunity to support Enterprise Brand objectives and the recruiting mission. The Army's landing experience JoinESD.com launch is 9 May.
- **Cost-Effective Integrated Marketing Campaign:**
 - Leverages FOX Studio promotion investment of \$150M
 - low Army investment of already purchased media buys
 - Integrated campaign with digital landing experience, social media, TV, cinema, local integration and public relations components
- **Projected Strategic and Tactical Return on Investment:**
 - overcome strongly held misperceptions of the Army as low-tech, ordinary and last resort option
 - Increase understanding of the value of the Army and Army service to the Nation
 - Will drive an increased willingness to support, recommend and consider
 - Will drive increased site visits to goarmy.com resulting in an increased number of pre-screened quality leads



ID-R INTEGRATION: CALL-TO-ACTION (CTA)

REINFORCES EAB STRATEGIC COMMUNICATION AND DRIVES QUALITY LEAD GENERATION



e-BRC: electronic Business Reply Card



FOX PROMOTIONAL INVESTMENT (\$150M)

DRIVING SIGNIFICANT INTEREST AND PARTICIPATION

GENERATE PUBLIC INTEREST
(DEC '15)

CONTINUED PROMOTIONS
(JAN-MAR '16)

CONTINUED PROMOTIONS
(APR-MAY '16)

LAUNCH
(JUN-JUL '16)



TRAILER #1 - TV & Cinema
(13 DEC - NFL Game)
(Holidays - STAR WARS Movie)
27.7MM Trailer Views
(worldwide)



WAROF1996.COM
(Phase 1 - Historical Timeline between '96 and '06)

1MM+ Page Views
(1st 24hrs)

U.S. Army Integration: MAY 1998
U.S. Army scientists make dramatic advances
in applying recovered alien technology to
military application.



TRAILER - Super Bowl
(7 FEB)
65MM+ Trailer View
(worldwide)



Prequel Novel



COMIC SERIES
(5 Part Series)



WAROF1996.COM
(Phase 2 - Pre Narrative, Character
Stories)

18MM+ Page Views
(as of 18 FEB)

FOX Social Media
Promotions
(throughout)



TRAILER #2 - TV & Cinema
(27 APR - Capt. America Movie
Premiere)

"20 Years Later"
(Faux News Video)



TRAILER #3 - TV & Cinema
(30 MAY - Memorial Day & X-men
Apocalypse Premiere)



"United We Survive"
ESD Recruitment Video
(9 MAY)

<http://wdriv.ill/1VQGHGV>



MOVIE PREMIERE
20 JUN - Premiere
24 JUN - In Theaters
4 JUL - Largest Summer
Blockbuster weekend
(OCT - Home Box Office)

Main FOX content Rollout



WAROF1996.COM
(Phase 3 - Hybrid Technology, ESD
Formation/Recruitment)

Army Moments Launch (2)

Movie Teasers/clips
Social content
(Army content and messaging
support through FOX/IDR owned
Social Channels)

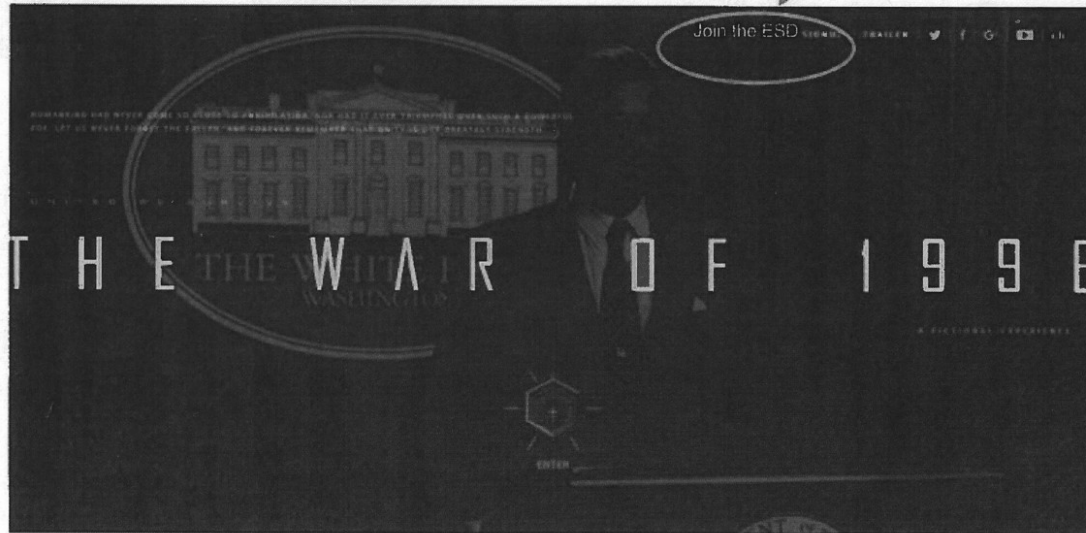


FOX WEBSITE PRIME ARMY PLACEMENT

13

Fox Promotional movie site WAROF1996.com

Top Navigation link to JoinESD.com



- Includes two timeline moments with Army storyline and JoinESD.com links

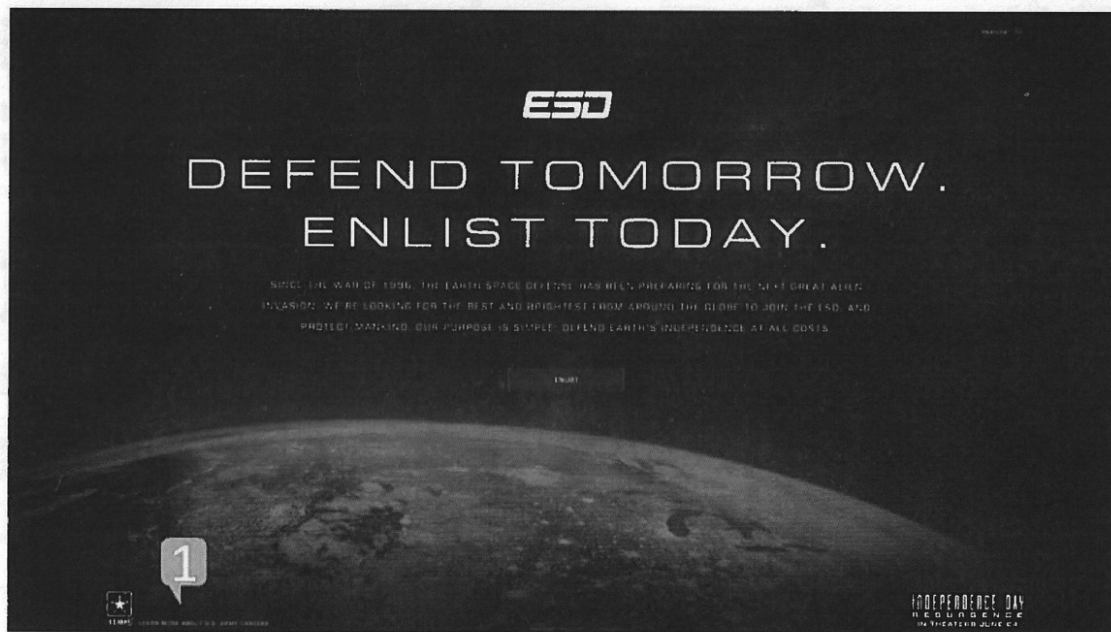


UNCLASSIFIED//FOR OFFICIAL USE ONLY

JOINEDS.COM CREATIVES (HOMEPAGE)

[HTTP://STAGE.IDR.MRMCLIENT.COM/#/MISSION-SELECT](http://stage.idr.mrmclient.com/#/mission-select)

14



1. U.S. Army logo and copy

Clicking either the logo or the copy will bring the user to the STEM careers page on goarmy.com. <http://www.goarmy.com/careers-and-jobs/about-army-stem.html>



UNCLASSIFIED//FOR OFFICIAL USE ONLY

JOINESD.COM CREATIVES

15



JOINESD.COM CREATIVES

16

ESD

CONGRATULATIONS!
YOU HAVE BEEN PROMOTED IN THE ESD TO
SERGEANT FIRST CLASS

RETURN TO MISSIONS

YOUR SCORE
86% **98%**
ACCURACY EFFICIENCY

REPLAY MISSION

FORGE UNLOCKED
EXCLUSIVE VIDEO

U.S. ARMY

U.S. ARMY CAREER
AVIONIC MECHANIC 15N
ENLIST AND ENLIST

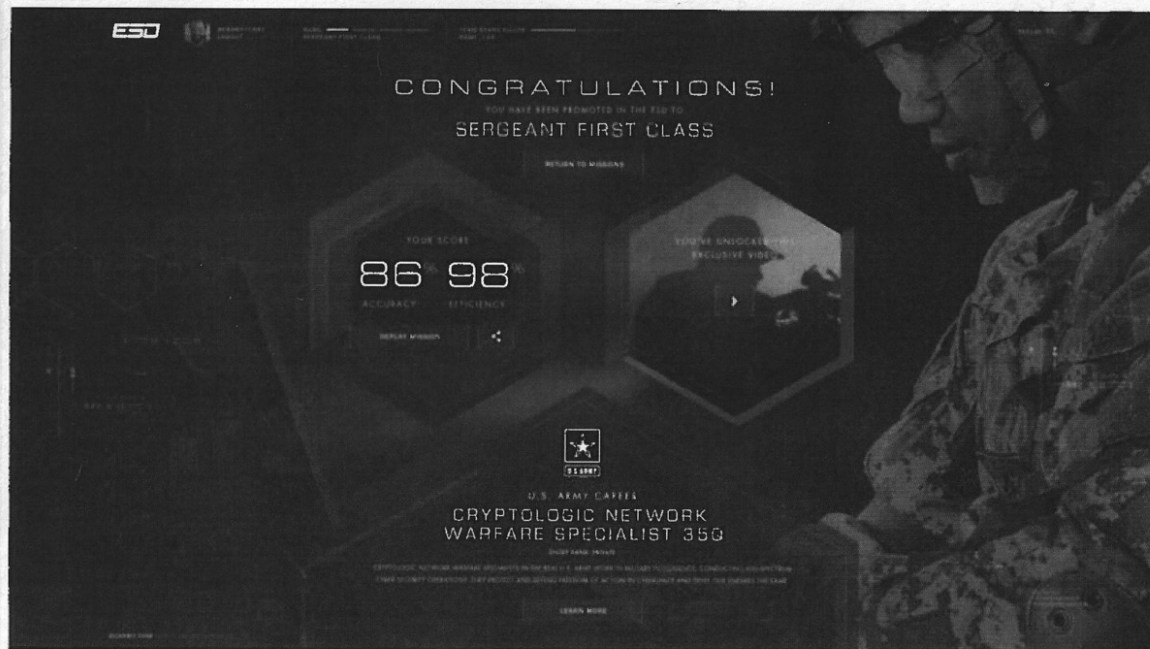
AVIONIC MECHANIC IN THE ARMY U.S. ARMY SERGEANT AND MAINTENANCE
ADDITIONAL MISSIONS TO ENSURE THAT COMMUNICATIONS, INNOVATION AND FLIGHT CONTROL
OPERATE WITH MAXIMUM EFFICIENCY

LEARN MORE



JOINEDSD.COM CREATIVES

17



JOINEDS.COM CREATIVES

18

ESD

CONGRATULATIONS!
YOU HAVE BEEN PROMOTED IN THE ESD TO
SERGEANT FIRST CLASS

[RETURN TO MISSION](#)

YOUR SCORE
86 98
ACCURACY EFFICIENCY

[REPLAY MISSION](#)

YOU'VE UNLOCKED AN EXCLUSIVE VIDEO

U.S. ARMY CAREER
UNMANNED AIRCRAFT
SYSTEMS OPERATOR 15W

UNMANNED AIRCRAFT SYSTEMS OPERATOR 15W IS THE REAL U.S. ARMY AIR SERVICE POINT OF UNMANNED AIRCRAFT. THE MISSIONS & TASKS ARE NOT TO BE MISUSED AT ANY POINTS OF UNMANNED AIRCRAFT.

[LOGIN HERE](#)



MEASURES OF EFFECTIVENESS

EAB Brand Metrics:

- Increased Army association with perceptual drivers*:
 - ✓ Can adapt to get the mission done
 - ✓ Constantly evolve their competencies and capabilities

Digital Metrics:

- JoinESD.com is an Army Property
- Monthly Site Visits to goarmy.com
 - ✓ Current average: 1.5M/mo*
 - ✓ 2015 *American Independence* Campaign: 2.0M/mo
 - ✓ IDR Estimate: 3.0M/mo

Lead Generation (Pre-screened Quality/STEM/Tech Driven)

- 5,000 Leads over the duration of the campaign

*EAB Brand Metrics conducted by Millward Brown and JAMRS surveys

*Monthly based on 2015 yearly average of Site Visits to goarmy

*Ratio 300 visit/ quality leads



UNCLASSIFIED

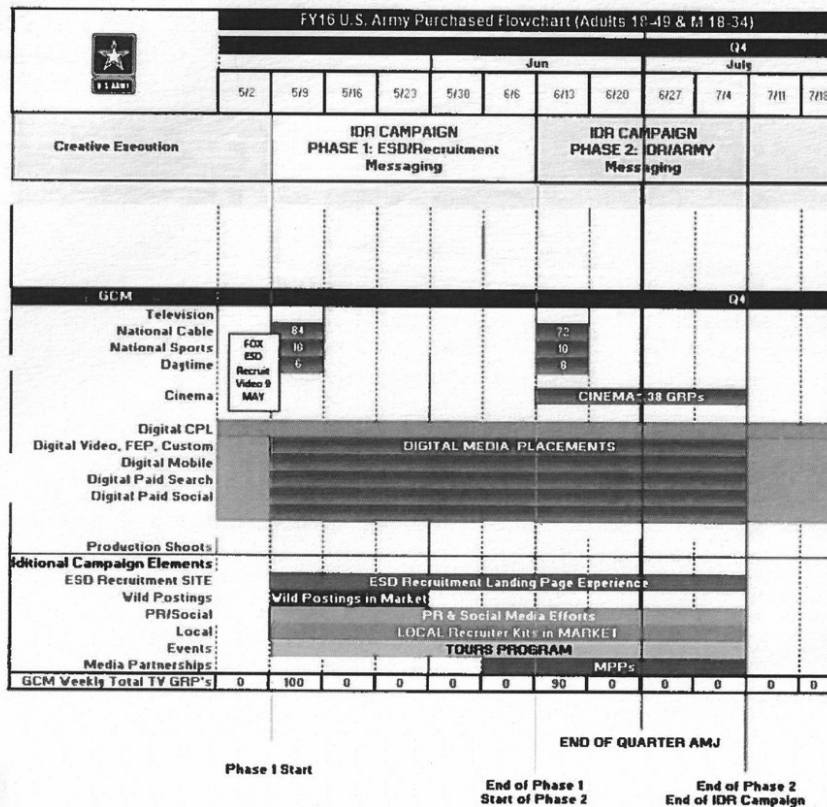
20

BACKUP



UNCLASSIFIED

ID-R CAMPAIGN TIMING



FOX STUDIOS' INDEPENDENCE DAY: RESURGENCE

ARMY PARTNERSHIP RECRUITMENT CAMPAIGN

ARMY MARKETING AND RESEARCH GROUP

PREPARED FOR:

Mr. Alex Wagner, Chief of Staff to the Secretary of the Army

DATE: 6 APRIL 2016



Overall Classification: UNCLASSIFIED//FOR OFFICIAL USE ONLY

AMERICA DEFINED *THEIR* "IDEAL ARMY"

Army Enterprise Positioning

The U.S. Army is the Nation's most versatile force meeting the ever-changing challenges of today. It has the scale and scope to adapt to challenges that arise both at home and abroad. The Army is constantly evolving its competencies and capabilities to prevail in complex environments to protect and preserve our Nation.

(Approved by Sec McHugh and GEN Odierno in March 2014)

(b) (5)

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



BACKGROUND AND ALIGNMENT WITH THE PATRIOTIC SEASON (MARKETING CAMPAIGN)

Patriotic Season:

The intent of the FY16 Patriotic Season campaign was to associate America's Independence with the U.S. Army and *own it*. In selecting IDR as a replacement campaign, the Army will continue to associate with Independence Day, but in a highly-integrated way, executed in-market across platforms, aggressively delivering the same FY16 objectives – and do it on time & on budget

Strategic Alignment to EAB:

The strategic partnership leverages the power of Fox's promotion distribution for the Independence Day: Resurgence movie to act as a force multiplier for the public's awareness of the Army's ability to prevail against any obstacle & be the only force with the scale, scope, capabilities and critical thinking to protect our nation now and in an uncertain future.

(Advance perceptual goal: "Army of last resort" to "versatile, highly-trained, adaptable team")

- Expose audience to the EAB platform in a relevant way
- Increase willingness to learn more, driving prospects and influencers to engage with the Army
- Drive to Army properties (goarmy.com)



CAMPAIGN ELEMENTS

A PHASED APPROACH TO MESSAGING ROLLOUT

Phase I

22 APR – 13 JUN

RECRUITMENT

- goarmy.com
- Online recruitment
- Social sharing
- Video/TV
- OOH/Posters
- Events
- Digital

Phase II

14 JUN – 4 JUL

ARMY INTERACTION

- Cinema
- Online content
- Soldier reactions
- Installation interaction/
Screenings
- Events
- Social



IDR CAMPAIGN PHASED APPROACH

Phase 1: *Expose prospects to the U.S. Army as a versatile, advanced, highly-capable force in a way that's hyper-relevant to IDR fans' passion for the movie.*

- Create alignment with film's Earth Space Defense (ESD) Force
- Draw parallels with real Army careers (STEM) and capabilities (Hi Tech) in an unexpected but relevant way
- Leverage power of partnership and audience it provides for exposure to Army messaging

Phase 2: *Position the U.S. Army as the institution most responsible for American Independence and inspire prospects to be a part of it by leveraging the central themes of the film.*

- Utilize the core themes of the film, surrounding independence, to continue to align Army with Patriotism, Independence and the equity of the holiday to further build ownability.
- Highlight Army as the military branch that brought about American Independence and will continue to protect and preserve our nation and way of life by drawing parallels between the fictitious themes (*overcoming complex environments, rising up to defeat any opponent*) and where the writers get that from – the real U.S. Army 14 JUN (Army Birthday)



Launch - Movie Release date 24 JUN 2016.

FOX PROMOTIONAL WEIGHT - \$150M

GENERATE PUBLIC INTEREST (DEC '15)



TRAILER #1 - TV & Cinema
(13 DEC - NFL Game)
(Holidays - STAR WARS Movie)
27.7MM Trailer Views
(worldwide)



WAROF1996.COM
(Phase 1 - Historical Timeline between '96 and '06)

1MM+ Page Views
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U.S. Army Integration: MAY 1998
U.S. Army scientists make dramatic advances
in applying recovered alien technology to
military application



CONTINUED PROMOTIONS (JAN-MAR '16)



TRAILER - Super Bowl
(7 FEB)
65MM+ Trailer View
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Prequel Novel



COMIC SERIES
(5 Part Series)

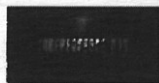


WAROF1996.COM
(Phase 2 - Pre Narrative, Character
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18MM+ Page Views
(as of 18 FEB)

FOX Social Media
Promotions
(throughout)

CONTINUED PROMOTIONS (APR-MAY '16)



TRAILER #2 - TV & Cinema
(27 APR - Capt. America Movie
Premiere)

"20 Years Later"
(Faux News Video)
11 APR



"United We Survive"
ESD Recruitment Video
(9 MAY)



WAROF1996.COM
(Phase 3 - Hybrid Technology, ESD
Formation/Recruitment)



TRAILER #3 - TV & Cinema
(30 MAY - Memorial Day & X-men
Apocalypse Premiere)



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ESD Recruitment Video
(9 MAY)

LAUNCH (JUN-JUL '16)



MOVIE PREMIERE
20 JUN - Premiere
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Blockbuster weekend
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Main FOX content Rollout

Movie Teasers/clips
Social content
(Army content and messaging
support through FOX/IDR owned
Social Channels)



IDR INTEGRATION: CALL-TO-ACTION



CREATIVES

- TV storyboards -- ESD "Son" and ESD "Dad"
- Cinema
- Digital: joineds.com website with Missions



9 MAY 2016: LIVE DATE

9

VIDEO AND DIGITAL

JOINESD.COM is the CTA for the Army's recruitment promotion effort. PREMISE for SITE: Alignment with IDR movie, Army leads world during rebuild, highlighting Army as the leading force which utilized alien technology to advance human technology and fight back. STEM, tech MOS's showcased and linked to goarmy.com: Microbiologist (Mission 1), cryptology warfare (Mission 2), avionics mechanic (Mission 3), UAV operator (Mission 4)

"United We Survive" Recruitment Video



Two (2) additional Army 'Moments' will be incorporated

- Inauguration of Colonel Jacobs: 'Colonel in the U.S. Army' and a U.S. President during the 20 year period between the first movie and sequel. *Served as president 2005 – 2013 (in the movie background).*
- Army leads world during rebuild: Moment will highlight Army as the leading force which utilized alien technology to advance human technology. Strong alignment with ESD site.

Missions 1 and 2 Video Comps:

Microbiologist (Mission 1), cryptology warfare (Mission 2)

Fox Stats:

- Warof1996.com <http://www.warof1996.com/> (18M site visits to date)
- Trailer: <https://www.youtube.com/watch?v=LbduDRH2m2M> (20.5MM views)
- IDR YouTube channel has reached 2 million subscribers.
- IDR Facebook page has reached over 1 million followers.



MEASURES OF SUCCESS

Brand Metrics:

Increased association with perceptual research points/attributes

- can adapt to get the mission done
- constantly evolve their competencies and capabilities

Digital Metrics:

1. joined.com is an Army Property
2. Monthly site visits to goarmy.com = 1.5M/mo*
3. Launch of "Team" on 4 July 2015 = 2M/mo and 8M PVs/mo
4. *Projected* goarmy.com lift of IDR promotion = +3M/mo
 - Association with hi-tech and STEM; in a new way
 - Traffic/engagement on goarmy.com
 - Social engagement/volume
 - # of leads generated

*monthly based on 2015 yearly average of Site Visits to [goarmy](http://goarmy.com)
PV – Page Views



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PV – Page Views



DISCUSSION

- Risk
- Movie Premiere / Screening at Army installation



*monthly based on 2015 yearly average of Site Visits to goarmy
PV – Page Views

BACKUP



OPPORTUNITIES FOR ARMY / FOX

GMA Opportunity

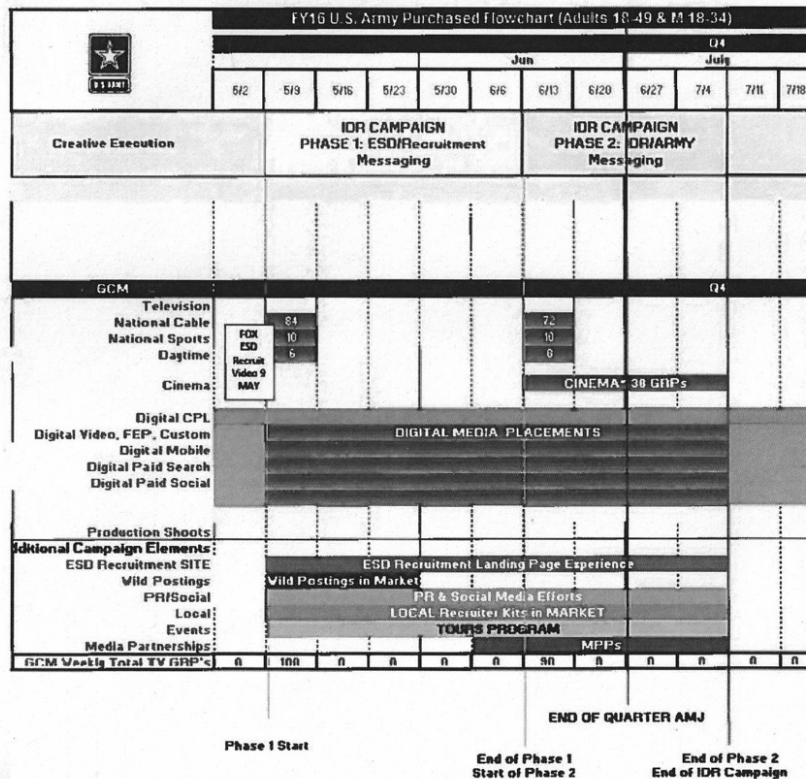
- Fox confirmed GMA live segment is planned for 14 JUNE (aligns with Flag Day/ Patriotic Holiday)
- Agency noted this also aligns with **Army Birthday (14 JUNE – 241st Birthday)**
- Agency awaiting GMA write up from Fox.
- Vivica Fox attending GMA event; possibly Judd Hirsch (US Army Vet)
- Time Square joint forces recruitment center
- Fox and agency discussed utilizing GMA opportunity and Be Someone's Hero theme on social channels.
- Be Someone's Hero, focusing on Hero's at Home
- Great opportunity to feature Army Stories and branding in Times Square
- Can feature men/women/families celebrating Army's Birthday and Flag Day

NASDAQ opening bell event w/ Times Square signage Opportunity

- 1-sheeter to come



IDR CAMPAIGN TIMING



ARMY MARKETING CROSS PROMOTION WITH “INDEPENDENCE DAY: RESURGENCE”

ARMY MARKETING AND RESEARCH GROUP

PREPARED FOR: ASB

DATE: 14 APRIL 2016



Overall Classification: UNCLASSIFIED//FOR OFFICIAL USE ONLY//PRE-DECISIONAL

BLUF

- The upcoming 20th Century FOX "Independence Day- Resurgence" (ID-R) movie release (June 24) presents the U.S. Army with a significant and timely opportunity to support Enterprise Brand objectives and the recruiting mission.
- **Cost-Effective Innovation:**
 - Leverages FOX Studio promotion investment of \$150M through a low Army investment of already programmed and purchased media buys
 - Integrated campaign with digital landing experience, social media, TV, cinema, local integration and public relations components
- **Projected Strategic and Tactical Return on Investment:**
 - Will work to overcome strongly held misperceptions of the Army as low-tech and ordinary
 - Increase understanding of the value of the Army and Army service to the Nation
 - Will drive an increased willingness to support, recommend and consider Army service
 - Will drive increased visits to goarmy.com resulting in an increased number of pre-screened quality leads



ALIGNMENT WITH THE PATRIOTIC SEASON AND EAB

Patriotic Season (Memorial Day - Independence Day):

- The intent of the Patriotic Season campaign is to associate America's Independence (AI) with the U.S. Army and **own it**
 - Directly linking the Army to American's Independence- brought to you by and defended by the U.S. Army
 - Valuing Independence = Valuing the Army
 - Increased willingness to support, recommend, and consider Army service
- ID-R will build on the success of the FY15 campaign in associating freedom and independence with the U.S. Army

Strategic Alignment to EAB:

- Reinforces the Enterprise Army Brand "Ideal Army" positioning
- Advances perceptual goal -- "Army of last resort" to "high-tech versatile, highly-trained, adaptable team"
 - Exposes audience to the EAB platform in a relevant way
 - Increases willingness to learn more, driving prospects and influencers to Army properties (goarmy.com)



PHASED APPROACH

4

Phase 1: Expose prospects to the U.S. Army as a high-tech, versatile, highly-capable force in a way that is relevant to ID-R fans' passion for the movie

- Draw parallels with real Army careers (STEM), capabilities, and technologies in an unexpected but relevant way
- Create alignment with film's Earth Space Defense (ESD) Force to drive traffic to JoinESD.com (Army property) and ultimately goarmy.com

Phase 2: Position the U.S. Army as the institution most responsible for American Independence and inspire prospects to be a part of it by leveraging the central themes of the film

- Highlight the Army as the military branch that brought about American Independence and will continue to protect and preserve our nation and way of life
- Highlight that fictional movies and heroics are based on real-life Army Soldiers and heroes who make a difference for the nation and the world every day



FOX PROMOTIONAL INVESTMENT (\$150M)

DRIVING SIGNIFICANT INTEREST AND PARTICIPATION

GENERATE PUBLIC INTEREST
(DEC '15)

CONTINUED PROMOTIONS
(JAN-MAR '16)

CONTINUED PROMOTIONS
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(Phase 1 - Historical Timeline between '96 and '06)

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Prequel Novel



COMIC SERIES
(5 Part Series)



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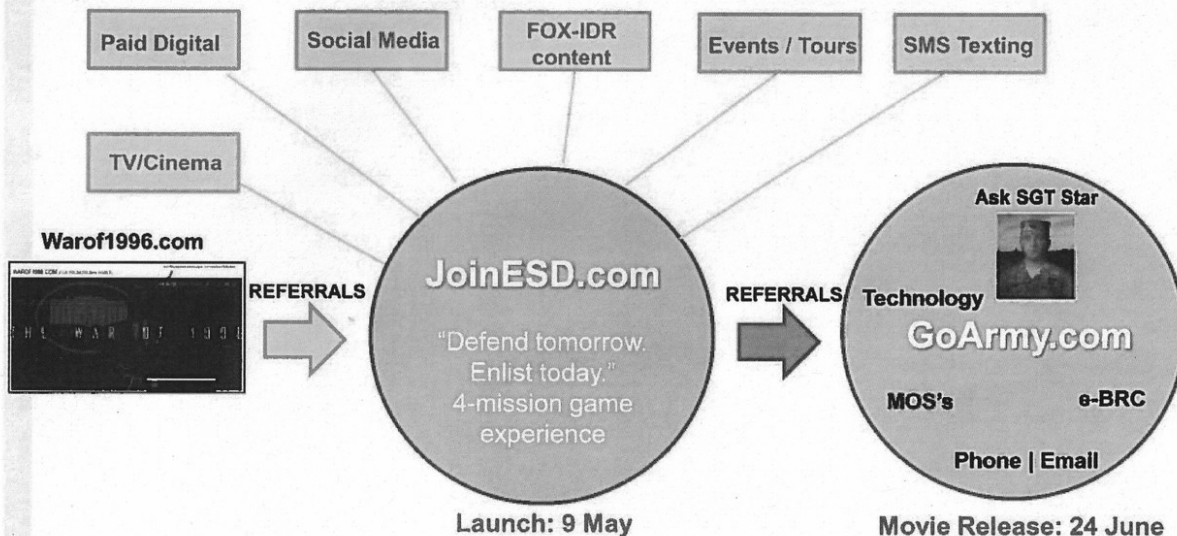
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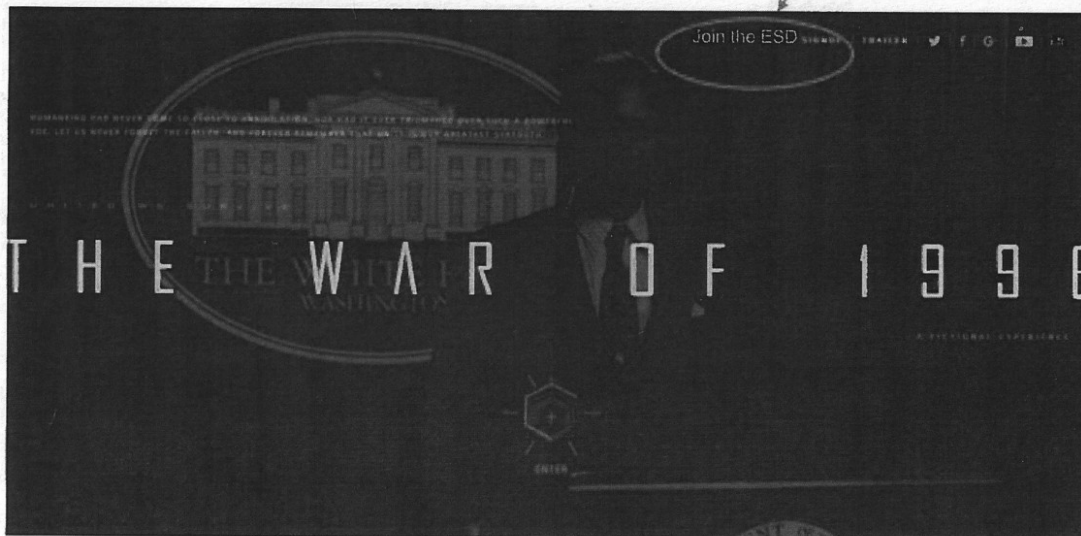


FOX WEBSITE PRIME ARMY PLACEMENT

7

Fox Promotional movie site WAROF1996.com

Top Navigation link to JoinESD.com



- Includes two timeline moments with Army storyline and JoinESD.com links



JOINESD.COM CREATIVES (HOMEPAGE)

8

ESD

DEFEND TOMORROW.
ENLIST TODAY.

SINCE THE WAR OF 1996, EARTH SPACE DEFENSE HAS BEEN PREPARING FOR THE NEXT GREAT ALIEN INVASION.

WE'RE LOOKING FOR THE BEST AND BRIGHTEST / ROCI AROUND THE GLOBE TO ENLIST AS SOLDIERS AND

PROTECT MANKIND. OUR PURPOSE IS SIMPLE. DEFEND EARTH'S INDEPENDENCE AT ALL COSTS.

ENLIST



U.S. ARMY LEADS WITH COURAGE U.S. ARMY CREATIVES



JOINEDSD.COM CREATIVES

9



JOINESD.COM CREATIVES

12

ESD

CONGRATULATIONS!
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SERGEANT FIRST CLASS

REPORT TO MIBBALS

YOUR SCORE
86 98
ACCURACY EFFICIENCY

REPLAY MISSION

YOU'VE UNLOCKED AN
EXCLUSIVE VIDEO

U.S. ARMY CAREER
UNMANNED AIRCRAFT
SYSTEMS OPERATOR 15W

ENTER NAME: [NAME]

UNMANNED AIRCRAFT SYSTEMS OPERATORS IN THE REAL LIFE, ARMY ARE REQUIRED TO GO TO UNMANNED AIRCRAFT
AND PERFORMANCE THEY GAINED IN VIRTUAL TO PLAYING ATTACKS AGAINST ENEMY FORCES

LEARN MORE



CREATIVES

TV (Be Someone's Hero)

- To help raise awareness of the ESD forces and reach out to new recruits, we're going to focus on the people who care about them while they're away

Cinema

- Drawing parallels between the fictitious themes (*overcoming complex environments, rising up to defeat any opponent*) and where the writers get that from – the real U.S. Army

Video (3)

- Alignment with ID-R movie, Army leads world during rebuild, highlighting Army as the leading force which utilized alien technology to advance human technology and fight back. STEM and tech MOS's showcased and linked to goarmy.com
 - **United We Survive Recruitment Video**
 - **Inauguration of Colonel Jacobs:** "Colonel in the U.S. Army" and a U.S. President during the 20 year period between the first movie and sequel.
 - **Army leads world rebuild:** Moment will highlight Army as the leading force which utilized alien technology to advance human technology. Strong alignment with JoinESD site.

Digital

- JoinESD.com web experience is the CTA for the Army's recruitment promotion effort
- Missions (4): Bio Extract (Microbiologist), Code Break (Cryptologic Warfare Specialist), Spacecraft Overhaul (Avionic Mechanic), Aerial Recon (UAV Systems Operator)

Social

- Channel integration: Facebook, Twitter, Instagram, Periscope, Snapchat, YouTube



PHASE 1 TVC – 8 APRIL SHOOT IMAGES

14

ESD Dad Spot:



ESD Son Spot:



SOCIAL MEDIA OPPORTUNITIES

Custom Content

- Career of the Day feature (STEM related MOSs on Facebook and Twitter)
- Motion Graphics/GIFs
- Custom Videos – highlighting Army STEM and Soldier Stories
- Exclusive/custom content pieces from FOX Studios
- Amplify content via paid social ads

Influencers

- Paid social media influencer to raise awareness of JoinESD.com when it launches
- Influencer will post original content to their owned social media channel

Engagement

- Two-way conversations – using platform tools for direct interaction with fans
- Live social media chats – in negotiation for ID-R celebrity as well as Soldier participation
- Replies; Likes; Tagging; Commenting
- Reshare/ReTweet/ReGram

Event Action – Installation Screening and PR Event

- Share live updates using emerging platforms - Periscope & Snapchat
- Social media calls to action for attendees (Share your experiences using #ArmyTeam, Tag us in your photos)



LOCAL INTEGRATION ASSETS

Provides relevant messaging and creative tools for recruiters in order to further define the U.S. Army opportunities available to potential prospects in an innovative way.

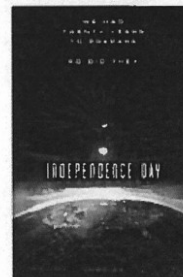
Activation Kit

- IDR Campaign overview Briefing Deck
- Q & A Document
- Sell Sheet document
- Local Press Release
- Talking Points Document

Phase 2 Poster



IDR Poster



9 May

In Market Dates

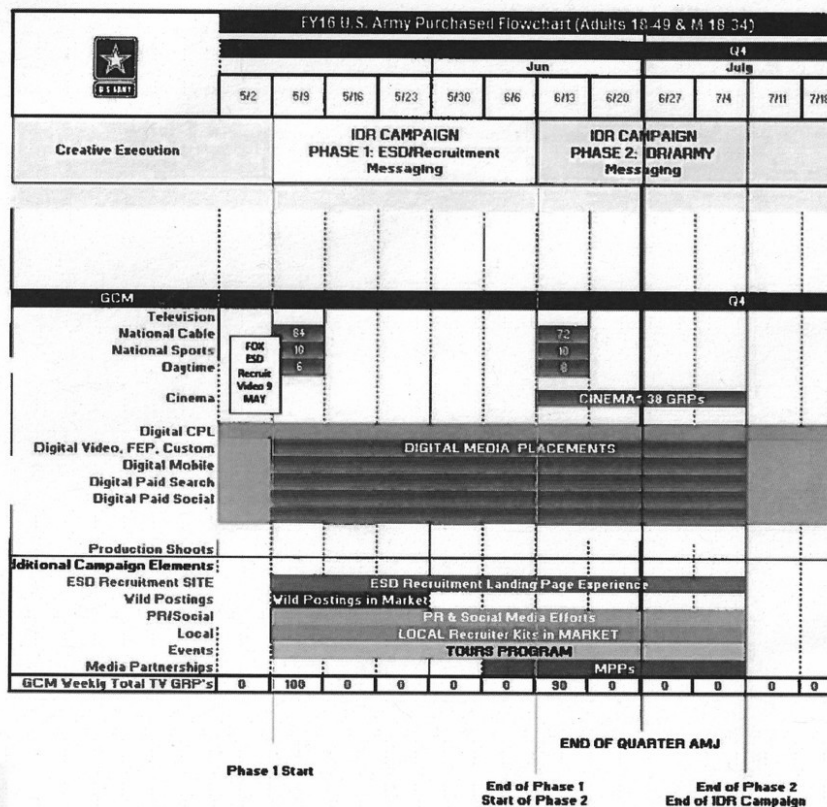
4 July

Additional Assets:

- Local Advertising Assets (Print ads)
- Army Marketing & Recruiter update (e-newsletter)
- Social Media Areas Of Focus (AOF) Overview
- Content Calendar
- Digital banners (national assets)



ID-R CAMPAIGN TIMING



MEASURES OF EFFECTIVENESS

EAB Brand Metrics:

- Increased Army association with perceptual drivers*:
 - ✓ Can adapt to get the mission done
 - ✓ Constantly evolve their competencies and capabilities

Digital Metrics:

- JoinESD.com is an Army Property
- Monthly Site Visits to goarmy.com
 - ✓ Current average: 1.5M/mo*
 - ✓ 2015 *American Independence* Campaign: 2.0M/mo
 - ✓ IDR Estimate: 3.0M/mo

Lead Generation (Pre-screened Quality/STEM/Tech Driven)

- 5,000 Leads over the duration of the campaign

*EAB Brand Metrics conducted by Millward Brown and JAMRS surveys

*Monthly based on 2015 yearly average of Site Visits to goarmy

*Ratio 300 visit/ quality leads



NEXT STEPS

- Continue socializing ID-R
- Execute

ID-R KEY CONTACTS

- (b) (6) – PM for ID-R (b) (6)
- (b) (6) – PAO (b) (6)
- (b) (6) – TV / Video / Cinema (b) (6)
- (b) (6) – Digital / Web (b) (6)
- (b) (6) – Social Media / Storytelling (b) (6)
- (b) (6) – Local support (b) (6)
- (b) (6) - Metrics (b) (6)



UNCLASSIFIED

20

BACKUP



UNCLASSIFIED

CAMPAIGN ELEMENTS

A PHASED APPROACH TO MESSAGING ROLLOUT

Phase 1: Expose prospects to the U.S. Army as a versatile, advanced, highly-capable force in a way that's relevant to IDR fans' passion for the movie

- Draw parallels with real Army careers (STEM) and capabilities (Hi Tech) in an unexpected but relevant way
- Create alignment with film's Earth Space Defense (ESD) Force to drive traffic to JoinESD.com and ultimately goarmy.com.

Phase 2: Position the U.S. Army as the institution most responsible for American Independence & inspire prospects to be a part of it by leveraging the central themes of the film

- Highlight Army as the military branch that brought about American Independence and will continue to protect and preserve our nation and way of life

Phase I

22 APR – 13 JUN

RECRUITMENT

- goarmy.com
- Online recruitment
- Social sharing
- Video/TV
- OOH/Posters
- Events
- Digital

Phase II

14 JUN – 4 JUL

ARMY INTERACTION

- Cinema
- Online content
- Soldier reactions
- Installation interaction/
Screenings
- Events
- Social



ID-R MAJOR COMPONENTS

Phase 1 (9 May – 13 June)

- **TV** – 2 spots (ESD Son and Dad) start airing week of 9 May
- **Digital**
 - JoinESD.com landing page experience with "Mission Challenge" game that leads to goarmy.com/ESD
 - Online banner ads (3 static and 3 rich media)
- **Social Media**
 - Custom content (Featured MOS of the Day; Motion Graphics/GIFs)
 - Paid promotion of custom content and exclusive ID-R content available through Army properties
- **Recruiter Local Launch Kits**
 - Campaign overview briefing, Q&A, "Sell" Sheet, local press release template, local ads and social media suggested posts
- **Events**
 - Leverage existing national events (NHRA, SkillsUSA, air shows, etc) to incorporate and promote Army campaign elements



ID-R MAJOR COMPONENTS

Phase 2 (14 June – 10 July)

- **Cinema** – 1 spot (Inspiration) starts airing June 13 (includes SMS text component)
- **Digital**
 - JoinESD.com landing page and goarmy.com/ESD continued
 - Online banner ads highlighting where hero storylines come from
- **Social Media**
 - Custom content (2x Videos highlighting real STEM MOSs and Army Soldier Stories)
 - Paid influencer promotion (in negotiation with YouTube personality)
 - Snapchat Filter launched o/a 22 June
 - Custom content including Periscope and Snapchat utilization from installation screening
 - Facebook and Twitter live chats
- **Events**
 - Good Morning America Segment June 14 (TBD)
 - Times Square “re-branding” June 14 (TBD)
 - NASDAQ “Ring of the Bell” June 14 with cast members (TBD)
 - Army NCR premier (TBD)
 - Army Installation Screening (TBD)



OPPORTUNITIES FOR ARMY / FOX

Movie Premiere at Army installations

- Promoting digital content acquisitions
- Soldier actor interaction linking reality and fiction

GMA Opportunity

- Fox confirmed GMA live segment is planned for 14 JUNE (aligns with Flag Day/ Patriotic Holiday)
- This also aligns with the **Army's 241st Birthday**
- Agency awaiting GMA write up from Fox.
- Vivica Fox attending GMA event; possibly Judd Hirsch (US Army Vet)
- Time Square joint forces recruitment center
- Fox and agency discussed utilizing GMA opportunity and Be Someone's Hero theme on social channels.
- Be Someone's Hero, focusing on Hero's at Home
- Great opportunity to feature Army Stories and branding in Times Square
- Can feature men/women/families celebrating Army's Birthday and Flag Day

NASDAQ opening bell event w/ Times Square signage Opportunity

- Potential for Army/ Soldier participation 14 JUNE



20TH CENTURY FOX METRICS

- Warof1996.com <http://www.warof1996.com/> has 18M site visits to date
- Trailer: <https://www.youtube.com/watch?v=LbduDRH2m2M> 20.5MM views
- ID-R YouTube channel has reached 2 million subscribers
- ID-R Facebook page has reached over 1 million followers



AMERICA DEFINED *THEIR* "IDEAL ARMY"

Army Enterprise Positioning

The U.S. Army is the Nation's most versatile force meeting the ever-changing challenges of today. It has the scale and scope to adapt to challenges that arise both at home and abroad. The Army is constantly evolving its competencies and capabilities to prevail in complex environments to protect and preserve our Nation.

(b) (5)

[REDACTED]

[REDACTED]

[REDACTED]

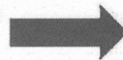


ID-R GOALS AND OBJECTIVES FROM AMP

Goals

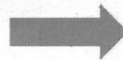
Strategies

**Raise awareness of Army offerings
and increase perceived value**



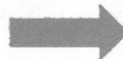
**New and engaging opportunities
to reach prospects with
a STEM message**

**Increase network of those that will
support and recommend the Army**



**Leverage partnership and power
of association with a future
forward property in order
to build advocacy**

**Increase leads in high-quality/
high-volume markets**



Focus on Tier 1 markets

